11: India G-4, 5 (1960-1961) 1962 AWll Kerala AWll

*433 246 3.25 The supply of succulent green fodder throughout the year also needs to be improved. The farmers should be induced to grow leguminous and perennial fodders like elephant and napier grass in the field corners or on waste lands. Distribution of seeds and cuttings to the farmers and demonstration of fodder cultivation on the fields of cultivators would go a long way in improving the production of green fodder. Municipalities and panchayats may also organize fodder farms for utilizing sewage and city compost.

*433 234 3.26 The development measures and aids proposed here, when implemented, would increase the output of animal husbandry products. Proper feeding of cattle and buffaloes can bring about an immediate increase of about 50 per cent in the production of milk.[1] Egg production may increase by over 100 per cent of the present output. Similar increases may be expected in other items too. This would give rise to the problem of suitable utilization of the additional output. Surprisingly enough, even the existing production is not being suitably utilized. For instance, even though milk output in the State is very low and there is an acute scarcity of fluid milk in the urban areas, as much as 41 per cent of the milk is processed into ghee.[2] In a State like Kerala which has a shortage of milk, it would have been more appropriate to consume the maximum possible amount of milk in a fluid state rather than in the form of milk products, since fluid milk is more wholesome and the processing of milk partly destroys its vital nutritional content. This situation is due to lack of purchasing power with the rural people together with absence of facilities to market the milk in the urban areas. Since milk is a highly perishable commodity, the next best course for producers to follow in such a situation is to process it into the comparatively non-perishable ghee. But this is a wasteful process and the profits are also low.

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*433 235 442 3.27 It is also gathered that 15 to 25 per cent of the total egg production in the State is wasted by breakage and spoilage due to defective and inadequate marketing facilities. Unless adequate and prompt measures are taken to remove drawbacks in the marketing system, the measures proposed here cannot be expected to yield full benefits and the producers cannot be expected to take a sustained interest in these. The solution to this problem lies in providing at least some of these facilities, the most urgent being the organization of marketing and processing facilities and services for dairy and poultry products.

DAIRY DEVELOPMENT

*433 234 3.28 Dairy development on scientific lines is a pressing need. This was a neglected field prior to the Second Plan. During the Second Plan, however, dairy development received some attention. Two schemes for processing 150 maunds of milk per day, one each in Trivandrum and Calicut, were taken up during the Second Plan. Each

[113] [1] *Third Five Year Plan, Draft Outline*, Government of Kerala, 1960.

[2] In 1956 the total production of milk in Kerala was 4,940 thousand maunds, of this 2,332 thousand maunds (47%) were consumed in the fluid state and 2,020 thousand maunds (41%) converted into ghee.

[113] (Source: *Indian Livestock Statistics, 1953-54 to 1955-56*: Issued by the Economic and Statistical Adviser, Ministry of Food and Agriculture).